



Aruba Trading and Johnny Walker encourage the island to” Get grilling with the striding man!”

It was announced last Friday that Aruba Trading Company, distributors for Johnny Walker Black and Johnny Walker Red Label have launched an end of the year campaign.

With every purchase of a bottle of Johnny Walker .75 liter or larger, customers will receive a raffle ticket that will make them eligible to win one of five Glasgow top of the line gas grills that will be awarded during a drawing in the first week of January, 2006.

During the press conference to launch the raffle, Sales Manager Jorge Curial also revealed a new and very entertaining advertising campaign featuring some very innovative TV commercials and the slogan “Keep on walking.” It would appear that choosing Johnny Walker Red or Black label as one’s holiday libation will have some additional benefits above adding cheer to the season, so take Aruba Trading Company’s advice and “Keep on Grilling!”